

AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions and listings of claims in the application.

LISTING OF CLAIMS

1.-22 (cancelled)

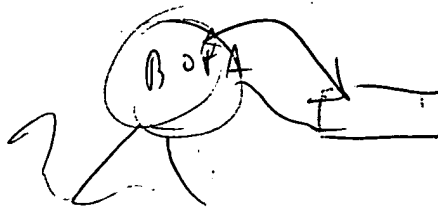
23. (new) A method of transacting a purchase, comprising:

acquiring a purchase card from a purchase card provider, where the purchase card is a bearer instrument having an associated account number, but does not identify the person who acquired the purchase card;

providing purchase transactional information by a purchaser, including the account number associated with the purchase card, to a retailer, (the retailer being different from the purchase card provider) and

transacting a purchase with the retailer based on the account number associated with the purchase card, wherein the purchaser is not required to provide any identifying information, including a personal identification number (PIN), to conduct the transaction.

24. (new) The method of Claim 23 wherein the purchase card further includes a non-personalized cardholder name embossed on the purchased card, such that purchase transactional information includes the non-personalized cardholder name.



5000
card with \$50
value - Kmart